



WYFF4.com

WYFF 4
505 Rutherford Street
Greenville, SC 29609
(864)242-4404

CONTRACT

<u>Contract / Revision</u> 1488994 /		<u>Alt Order #</u> 25174653
<u>Product</u> McCrary/R/Gov NC		
<u>Contract Dates</u> 10/31/16 - 11/08/16		<u>Estimate #</u>
<u>Advertiser</u> McCrary/R/Governor		<u>Original Date / Revision</u> 10/10/16 / 10/26/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WYFF 4	<u>Account Executive</u> Meredith Thompson	<u>Sales Office</u> Eagle-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Placement OH
Attention: Brant Fink
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WYFF	10/31/16	11/04/16	LIVE WITH KELLY	9-10am		:30				NM	4	\$800.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/31/16	11/06/16	MTWTF--				4	\$200.00				
2	WYFF	11/07/16	11/08/16	LIVE WITH KELLY	9-10am		:30				NM	1	\$200.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/07/16	11/13/16	MT-----				1	\$200.00				
N 3	WYFF	10/31/16	11/04/16	DR. OZ DAY	11A-12P		:30				NM	4	\$500.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/31/16	11/06/16	MTWTF--				4	\$125.00				
N 4	WYFF	11/07/16	11/08/16	DR. OZ DAY	11A-12P		:30				NM	1	\$125.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/07/16	11/13/16	MT-----				1	\$125.00				
N 5	WYFF	10/31/16	11/04/16	STEVE HARVEY DAY	2-3p		:30				NM	4	\$600.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/31/16	11/06/16	MTWTF--				4	\$150.00				
N 6	WYFF	11/07/16	11/07/16	STEVE HARVEY DAY	2-3p		:30				NM	1	\$150.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/07/16	11/13/16	M-----				1	\$150.00				
N 7	WYFF	10/31/16	11/04/16	ELLEN EF	3-4P		:30				NM	4	\$800.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/31/16	11/06/16	MTWTF--				4	\$200.00				
N 8	WYFF	11/07/16	11/07/16	ELLEN EF	3-4P		:30				NM	1	\$200.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst Television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/31/16 - 11/08/16	McCorry/R/Gov NC	

<u>Advertiser</u>	<u>Original Date / Revision</u>
McCorry/R/Governor	10/10/16 / 10/26/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$200.00				
N 9	WYFF	10/31/16	11/04/16	Entertainment Tonight	7-730p		:30				NM	4	\$2,000.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	MTWTF--				4	\$500.00				
N 10	WYFF	11/07/16	11/07/16	Entertainment Tonight	7-730p		:30				NM	1	\$500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$500.00				
N 11	WYFF	11/07/16	11/07/16	Inside Edition	730-8pm		:30				NM	1	\$500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	M-----				1	\$500.00				
N 12	WYFF	11/01/16	11/04/16	Inside Edition	730-8pm		:30				NM	1	\$500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-TWTF--				1	\$500.00				
N 13	WYFF	11/01/16	11/04/16	Days of Our Lives	1p-2p		:30				NM	1	\$250.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-TWTF--				1	\$250.00				
Totals								0.00				28	\$7,125.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/08/16	28	\$7,125.00	(\$1,068.75)	\$6,056.25
Totals	28	\$7,125.00	(\$1,068.75)	\$6,056.25

Signature: _____ **Date:** _____

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